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Systems Release Plan Summary - December 2nd, 1993

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Systems Competitors:

◆ Novell:

- Investing in building (from the server) a platform for apps. Strategic goal is to get control of client API's.
- DSOM/OpenDoc supporter

◆ IBM:

- OS/2 as a volume platform
- supplier of client/server platform (DSOM, DCE, etc.)

◆ “Middleware providers”

- Lotus Notes
- Oracle
- DSOM/OpenDoc, Appware supporters (OMG, IBM, Novell, Apple)

◆ Other OS providers:

- Apple
- Sunsoft

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Key System Objectives:

- ◆ **Maintain market share**
 - do not lose to OS/2 (32bit m'tasking OS in 8MB)
 - turn ISV treadmill
 - make things simpler for user & admin.
 - grow in emerging markets/capabilities (eg. home, MM)
- ◆ **Grow per PC revenue (from \$35 -> \$50+ per PC over 3 years)**
- ◆ **Grow server market share (to 30+% over four years)**
- ◆ **Offer users new/improved functionality - esp. in area's of ease-of-use, information storage/access & workgroup support, application structure/use, new media types**
 - ensure that customers do not turn to middleware for needed new functionality, eg. Notes, DSOM, OpenDoc, Talligent, Appware, etc.
- ◆ **Structure releases to increase synergy between Systems, DAD, and DDT**

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Strategies to support Systems Objectives: summary

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◆ Market Share:

- Chicago to meet basic goals: 4MB upgrade, EoU, 32bit OS, and schedule

◆ Revenue:

- partition Chicago into base + premium, charge = DOS+Win3.1 for base, extra for premium.

◆ Server share:

- ensure NT wins on server
- use client side function to differentiate

◆ User needs and middleware:

- raise function of file system (eliminate “multiple databases”)
- consistent model for customizing apps and system, writing client server apps
- provide degree of x-platform support

◆ Structure releases to increase synergy between Systems, DAD, and DDT:

- Line up major set of systems function to coincide with major Office rel.

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Assumptions:

- ◆ **ISV's will not exploit function until it is available (without a h/w upgrade) to a large % (>30%) of installed based, thus key ISV platforms/events will be:**
 - **"'94 Wave": Chicago - Q3'CY94 (Win32, OLE2, Shell Ext, MAPI, PnP)**
 - **"'96 Wave": Memphis - Q1'CY96 (OFS on client and server, on Chicago kernel and NT, Component/OLE based UI on Chicago and NT)**
 - **We will encourage ISVs to exploit these platforms fully (needed to keep treadmill turning on competitors)**

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Assumptions contd:

- ◆ **We need the NT investment stream to gain market share on the server:**
 - emphasis for Cairo release will be server market (performance, distributed security, DFS, (OFS based) directory service, etc.)
 - to gain share significantly, we need new client side end-user function on high volume client (eg. put OFS on Chicago)
 - but, we will not position NT only as a server:
 - ◆ service high workstation customers
 - ◆ keep the faith
- ◆ **How will we compete with Novell**
 - long term strategy will be to upgrade storage functions of the client, and offer better client service from an MS server
 - offer high degree of interoperability with Netware
- ◆ **ISSUE: how far do we go in adapting to Netware**
 - interoperability/compatibility vs. Novell clone
 - engineering/mindset tradeoff: SMB vs. NCP

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Assumptions contd:

- ◆ **Principle Notes competition will be offered by:**
 - EMS, Capone in CY'94/CY'95
 - some improvement with Cairo in H1'CY95 (integrated directory service for admin & wkgroup)
 - then Memphis in CY'96 (full store integration, event system, document customization tools, etc.)
- ◆ **ISSUE: how do we position LMS/EMS/MAPI wrt:**
 - Do we evangelize it as a key storage facility in Chicago - what can be delivered? What scenario's will it be appropriate for?
 - How do we position LMS/EMS vs OFS and how do we handle transition.

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Systems Generations

- ◆ Provide two major “waves” for end-users and ISVs:

'94 Wave: start Q3'CY'94

ISV Functionality:

- ◆ Win32
- ◆ OLE2
- ◆ Shell Ext
- ◆ MAPI as xport
- ◆ MAPI as store?
- ◆ PnP
- ◆ OLE3 (Distributed)

End User Function:

- ◆ New UI
- ◆ PnP
- ◆ Better multitasking
- ◆ Integrated Mail/Wkgrp support
- ◆ Better System & LAN/WAN admin

'96 Wave: start Q1'CY'96

ISV Functionality:

- ◆ OFS on client and server (rich data store: query access, replication, scalability, events, etc.)
- ◆ Component UI Environment (OLE controls, forms, automation, events, common VB customization)

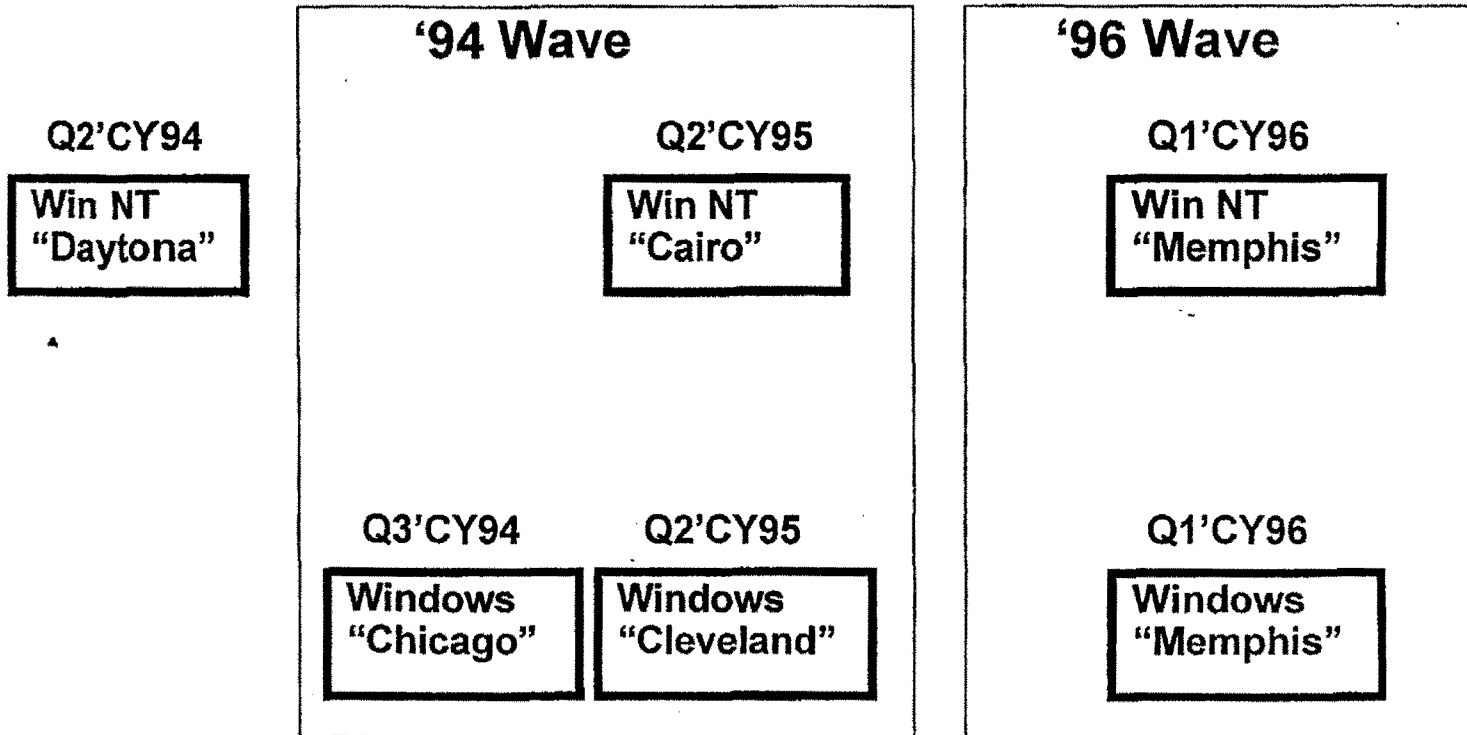
End User Function:

- ◆ UI customization integrated with OLE, VBA enabled apps
- ◆ Single rich data store with common access methods, etc.
- ◆ Complete distributed admin.

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Systems Release Summary



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Release Priorities: Win NT Daytona

Q2'CY94

Win NT
"Daytona"

Target customers:

- ♦ #1 Server (performance, size, netware support)
- ♦ #2 Highend/Tech. Workstation (size/perf. & OGL)

Target ISVs:

- ♦ Server
- ♦ Highend/Tech. Workstation (CAD, mission critical verticals)

Priorities:

- ♦ Quality, customer satisfaction
- ♦ Server performance
- ♦ General size/performance

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Release Priorities: Chicago

Q3'CY94

Windows
"Chicago"

Target customers:

- ◆ Current Win3.1 user (386/4+MB)
- ◆ New general desktop user (486/8MB)

Target ISV's:

- ◆ All general desktop ISVs
 - ◆ Win32
 - ◆ OLE2
 - ◆ UI (explorer extensions, controls, LFN's)
 - ◆ MAPI (address book, messaging)
 - ◆ PnP

Priorities:

- ◆ Easy upgrade for Win3.1 user
- ◆ Ease of use (UI, PnP), 32bit m'tasking OS
- ◆ New function for ISVs
- ◆ Improved admin. of system
- ◆ Ship on schedule in CY'94!

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Release Priorities: Windows Cleveland

Q2'CY95

Windows
"Cleveland"

Target customers:

- ♦ All Chicago users

Target ISVs:

- ♦ All client side ISVs (access to Cairo DS thru MAPI, distributed OLE)

Priorities:

- ♦ Low risk (minimize re-test) function hanging over from Chicago
- ♦ Client side support for Cairo (DFS, dist. security, OLE3)
- ♦ Sync'd with Cairo

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Release Priorities: Windows Memphis

Q1'CY96

Windows
"Memphis"

Target customers:

- ◆ All Chicago users (486/8MB)

Target ISVs:

- ◆ All client side ISVs (access to OFS for info. storage, Component Forms UI)

Priorities:

- ◆ New function:
 - ◆ OFS as standard rich "database-like" file system
 - ◆ Component Forms/OLE UI Environment:
 - ◆ OLE controls, automation, forms for Shell
 - ◆ "VBxxx" as common customization environment

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Release Priorities: Windows NT Memphis

Q1'CY96

Win NT
"Memphis"

Target customers:

- ◆ Servers
- ◆ Highend desktop

Target ISVs:

- ◆ All ISVs

Priorities:

- ◆ Customer satisfaction
- ◆ Same function as Windows Memphis

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Priorities/Missions for Development Groups

◆ Personal Systems Group - near term:

➤ Chicago:

- ◆ #1: Meet basic Chicago goals: reasonable upgrade for 4MB Win3.1 user; ease-of-use (UI&PnP); excellent pre-emptive m'tasking, 32bit OS in 8MB.
 - ◆ #2: Ship with quality as soon as possible (missing CY'94 is a disaster)
 - ◆ #3: Increase revenues yield per PC out of retail and OEM (\$30 -> \$50+/PC target)
- Plan/own functionality needed for volume desktop - eg. multimedia, games graphics, Plug n'Play.

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Priorities/Missions for Development Groups

◆ Advanced Systems Group - near term:

➤ Priorities:

◆ #1 ensure that we gain share on the server:

- ⇒ performance
- ⇒ system admin
- ⇒ interoperability

◆ #2 ensure that we expose new function on high-volume client to drive new function (eg. file system functions)

◆ #3 highend desktop

➤ Own core technologies for use on server and client:

- ◆ OLE plumbing
- ◆ OFS
- ◆ System admin

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Joint Priorities:

- ◆ **Plan how to use functionality on client and server to offer better functionality than:**
 - Novell
 - Middleware providers (Notes, Talligent)
- ◆ **Plan to use common subsystems/drivers to reduce costs, improve time to market:**
 - OLE plumbing (done)
 - OFS (done)
 - Component/OLE UI & environment (done)
 - Graphics/Printing (not done)
 - Window Management (not done)
 - Multimedia (done in principle)
- ◆ **Re-organize if needs be to ensure the above.**

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Functions available to ISVs

	Platform						
	Win3.1/Win32s	Chicago-16	Chicago-32	NT-16	NT-32		
Function:							
32bit .EXE	now	N/A	Chicago	N/A	now		
Long File Names	N/A	Chicago	Chicago	Daytona	now		
OLE2	now	Chicago	Chicago	Daytona	Daytona		
Distributed OLE	n/a	n/e	Cleveland?	n/e	Cairo		
Chicago Shell Ext	N/A	n/e	Chicago	n/e	Cairo		
Chicago Dialogues/Controls	Q3'CY94	n/e	Chicago	n/e	Cairo		
OLE Controls	n/e	Chicago	Chicago	Cairo	Cairo		
PnP Messages	N/A	Chicago	Chicago	Cairo	Cairo		
D.I.C.	N/A	n/e	Chicago	n/e	Cairo		
MAPI-32	n/e	n/e	Chicago	EMS?	EMS?		
OFS	N/A	n/e	Memphis	n/e	Cairo		
Component Forms	n/e	n/e	Chicago*	n/e	Chicago*		
Component UI Env	n/e	n/e	Memphis	Memphis	Memphis		
Key:							
N/A = not applicable (not technically feasible)							
n/e = not exposed							
* = need productization plan							

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Items not addressed in this presentation:

- ◆ Organization for support sharing of objectives and code
- ◆ Systems Technical agenda:
 - File Systems - strategy clear (OFS), plans need work (eg. work to host on Chicago)
 - Object Model - strategy clear (COM/OLE)
 - UI environment - strategy clear (Component/UI env.), plans need work
 - Workgroup - transition from EMS/LMS to OFS needs work
 - Graphics/MM/Printing - no clear plan
 - Window Management - no clear plan
 - System Management - need to document plan

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